

NEWPORT BEACH PUBLIC LIBRARY

To: Board of Library Trustees
From: Tim Hetherton, Library Services Director
Re: Report of Library Activities (Nov & Dec) – January 19, 2016 Meeting

TIM HETHERTON, LIBRARY SERVICES DIRECTOR

“Beware of the person of one book.”

–Thomas Aquinas

NBPL enjoyed a prosperous 2015. Let’s look back at our achievements from last year:

January:

- Literacy’s new **online tutor orientation** program went live. Check it out at: <http://gametrainlearning.org/proliteracy/index.html>. I salute Cherall, Francine and Melissa K. for their hard work and vision and I thank the Library Foundation for funding this successful “Pitch An Idea” venture.

February:

- Our partnership with **Sherman Garden and Library** begins. NBPL is using interns from the SJSU MLIS program to catalog the Sherman Library’s holdings. The items will display in the NBPL catalog thus making this rare and unique collection discoverable to local history researchers worldwide.

March:

- The **Popular Library** undergoes a remodel, funded with a generous gift from the Library Foundation. New paint, carpet, shelving, and furniture freshen up the area and help create a modern and welcoming atmosphere that complements the look of the 2nd floor expansion and creates another excellent amenity for our customers.
- **Nooks at the Branches:** Mariners gets 6 Nooks while Balboa and CDM get 3 Nooks each. Thanks to Natalie and Rebecca for ensuring that customers receive the same resources and services system-wide.
- **1000 Books before Kindergarten:** Staff’s successful Pitch and Idea project, *1000 Books before Kindergarten*, commences on March 2nd. As of December 2015, over 200 kids have read 1000 books. Thanks to Heather, the Children’s staff, and the Friends of the Library for making this program happen.
- **Secret Shopper:** The customer service shop results indicate an average score of 95.27% for all locations. Shoppers note how helpful and professional NBPL staff is and how clean and organized the libraries are.

April:

- **Seagulls in Flight.** The sculpture, *Seagulls in Flight*, displayed in front of the CDM Branch, is restored on-site.

May:

- **HomeAid Essentials Drive:** NBPL Central participates in the HomeAid Essentials drive to collect over 1.2 million diapers to help support families with young children residing in shelters throughout Orange County.

June:

- **Flag Drop Box – Library Services Manager** Dave Curtis and Assistant Fire Chief Kevin Kitch work together to implement a special box allows the public to drop off flags that are no longer serviceable. The drop box is placed outside the Central Library near the book drop at the front of the building. The box is in place by Flag Day.
- **Wireless Printing:** Customers are now able to print from their own laptops.
- **Aging as Art:** The juried photography show, sponsored by the Council on Aging, is installed on the 2nd floor of the Central Library.

July:

- The annual **Summer Reading Program** engages and delights thousands of local youngsters.

August:

- Customers beat the heat by visiting NBPL. The Library remains a comfortable oasis, as well as the cultural, informational, and educational heart of the City.

September:

- The **Friends of the Library** present NBPL with a check for \$205,000. Thanks Friends!
- The City hosts a Community outreach meeting with the Corona del Mar Residents Association at Sherman Gardens on Monday, September 14 to present the latest interior layouts and exterior renderings of the **Corona del Mar Library and Fire Station Project**. There is an open house for the public to review of renderings, followed by a presentation and opportunities for the residents to ask questions.

October:

- **Admin Retreat:** The Library Administration team identifies 4 points to assist NBPL in being more responsive to the community:
 - 1) Evaluate the customer experience.
 - 2) Encourage technological literacy.
 - 3) Preserve the memories of the City.
 - 4) Let customers define use of public space.

Look for Admin to develop goals and objectives pertaining to these 4 points in 2016.

- The Board of Library Trustees approved “[Option D-4](#)” as the layout for the new CDM Branch Library. They also select [Exterior Rendering 3](#). The plans are approved by City Council on November 24.
- The Newport Beach Library Foundation presents the City with a check for \$221,125.00. Thanks Foundation!

November:

- The **Credit Union of Southern California** opens for business in November.
- Library Journal bestows **3 star status** upon NBPL. In 2015, 7663 U.S. public libraries were scored on the LJ Index of Public Library Service comparing spending peers in four areas: circulation, library visits, program attendance, and public Internet computer use. Of the 261 named as America’s Star Libraries, eleven are in California with just three in Southern California. Newport Beach Public Library is the only library in Orange County to have been designated one of America’s Star Libraries.

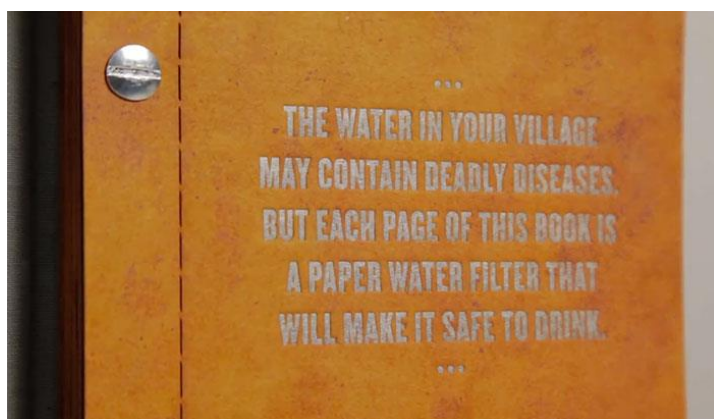
Let’s look forward to a productive 2016!



The Drinkable Book: Access to clean water and illiteracy are both ongoing concerns in less developed nations. The World Health Organization says that every year more than 3.4 million people die as a result of water related diseases, making it the leading cause of disease and death around the world. Most of the victims are young children, the vast majority of whom die of illnesses caused by organisms that thrive in water sources contaminated by raw sewage. Illiteracy is a similar scourge: while the number of illiterate persons has fallen over the past decade, 781 million adults – 64% of whom are women – still lack basic reading and writing skills.

In response, Dr. Theresa Dankovich, a researcher and scientist from Carnegie Mellon University, has introduced The Drinkable Book™, a manual that provides safe water, sanitation and hygiene education as well as a tool to kill deadly waterborne diseases by providing the reader with an opportunity to create clean, drinkable water from each page. The user simply pours water through the pages of the book and collects the filtered water which is made suitable for drinking. Each book can provide a user with clean water for up to four years. The book provides information about access to safe drinking water, improved sanitation, good personal and food hygiene, and health education about how waterborne diseases are spread. The book is essential not only as a means to disseminate information and encourage literacy but also as a critical resource for healthy living.

Dr. Dankovich has produced the book in a variety of languages, and reading levels, and will include versions for beginning readers. Her organization, WATERisLIFE, has introduced a campaign to distribute the books as part of an integrated water, sanitation and hygiene program to save lives and transform communities. The book is expected to go into full production in 2016.



DAVE CURTIS, LIBRARY SERVICES MANAGER

Projects and Bids

Staff have been fielding bids for a number of upcoming projects and November was the month to select vendors and move the initiatives forward. To ensure proper handling of product and service procurement, Melissa Kelly and Dave Curtis met with the City's purchasing agent to review requirements, proper documentation and associated procedures.

The projects we are pursuing include:

- Improved lighting in the Friends Room
- New workstation furniture for the public computing area
- Replacement of window shades at carrels along upstairs, south wall
- Reupholstering of fabric covered, public seating furniture

MELISSA KELLY, SUPPORT SERVICES COORDINATOR

Public Copiers

Ivan Juarez from the City IT department met with Dave Curtis and I to discuss specifications for public copiers. Ivan is researching possible vendors for the copiers and the money/credit acceptor equipment. He expects to have a recommendation for us by January.

Records Management

The City has retained the services of a consultant to help each department sort out records and ensure that we are up to date on our records retention schedules. Elaine McMillion and I met with the consultant in early November and we are in the process of completing an inventory of files in both paper and electronic formats.

Staffing

This month we are welcoming 2 new part-time library clerks, Sabrina Pettrow and Jessica Jelley. Sabrina will primarily be working at the Mariners Branch and Jessica will be assigned to the Central Library.

Happy New Year!

Literacy

Newport Beach ProLiteracy held their annual meeting and Holiday potluck on December 12th. We were honored to have Library Board members Robyn Grant and Janet Ray join us for this festive occasion. Out-going president, Jason Brady was recognized for his three years of services in that role. We also voted in and welcomed new literacy board members, Jan Oates and Bryan DelloRusso. Several volunteers were recognized for having given more than 100 hours of service to the Literacy program during the past year and Helene Chaban was honored as their Volunteer of the Year.

State Report

The annual statistical report was submitted to the State Library on December 1st. There was little change in the expenditures and usages from the previous year. Information from the State report is used by Library Journal in determining the "Star Libraries" each year.

Facilities

A new back-up generator has been installed at the Central Library to maintain the constant running of the sump pump. This new generator has an automatic switch that starts it when the power goes out. Everyone who has had the experience of pulling out our portable generator and getting it going at odd times of the day or night, share my excitement over this new system which the City has installed.

The front doors of the Balboa Library received new film to help filter out the afternoon sun. This replaced film that had been on the glass for many years and was beginning to peel.

A city contractor is in the process of replacing some of the worn and soiled carpet tiles at the Mariners Library in the areas outside the public restrooms and around the computer workstations. They will also be replacing the colorful stripe that runs the length of the children's room.

The Mariners Library had some leaks during the storm before Christmas. The water came around the Librarian's office window and at the base of the windows in the teen area. We have had the problem in the Librarian's office since the early days of the building and the crews from Municipal Operations continue to look for a permanent solution to end this leak.

DEBBIE WALKER, BRANCH AND YOUTH SERVICES COORDINATOR

Branches

On November 24, the City Council unanimously approved the project and design for the building of the new CDM Branch Library and adjoining fire station. This was very welcome news to staff and all the loyal customers and support groups who were eager to have the plan move forward.

Balboa Branch got a bit of a facelift with painting that was done in the Nautical Room and Children's area. Various shades of blue were used and really make those areas stand out. New window film was also installed on the front doors and windows which is a marked improvement over the peeling and torn film that was replaced.

Programming at branches for the month included a very popular Minecraft event held at Balboa and Fall-themed craft programs at CDM and Mariners.

Youth Services

A bit of Minion Madness invaded the Central Library Children's room on Thursday, November 12 when a total of 97 kids and their adults played games, made crafts and just shared in the fun of those popular yellow creatures. The Youth Services staff hosted three first grade class visits during the month with visits from Newport Heights, Lincoln and Eastbluff elementary schools. The students loved the chance to visit the library, get library cards and check-out a book. This "Friends of the Library" funded program also ensured that each and every student who came took home a book to keep.

Teen Services

YAAC met on November 12. Ideas for future programs were discussed as well as many upcoming events scheduled for the rest of the year. Successful teen-related programs in November included a presentation about the new SAT on November 3 and a well-received event on November 14 entitled "Essay Advice for College Admissions." Dr. Rebecca Joseph, an associate professor at California State University spoke to a crowd of over 50 teens and parents about this very important process, sharing tips and tricks to help students communicate their unique experiences and points of views.

Branches

Balboa and Mariners offered popular winter and holiday themed craft programs during the month but CDM really stood out on December 6 while participating in the annual Corona del Mar Christmas Walk. Over 570 people came through the doors (an attendance record) to enjoy holiday related refreshments and a fun and entertaining magic show. Children and adults had fun creating crafts and holiday-related artwork. With the pending closure of CDM in 2016 for the tear-down and re-build, this was a very positive and happy way to share Christmas Walk festivities with members of the Corona del Mar community before a year-long hiatus.

Mariners biggest news was the retirement of long-time Librarian Tamara Henn on December 30th. Tamara joined the staff at Newport Beach in 2000 and had been at Mariners since 2006. Tamara was a regular presence on Sundays and during evening hours. Her calm presence and outstanding customer service skills will be missed. As mentioned last month, the good news is that Alex Jenkins, part-time Library Assistant at Mariners, was promoted up to the Librarian position and will officially take over the vacancy on January 9th.

Youth Services

On Saturday, December 5 Festival Ballet Theater once again presented their program of *The Nutcracker for Kids*. Last year a large number of people were turned away due to popular demand so two programs were booked this year and the Friends Room was filled to capacity for each one. The other big program took place in the Friends Room on Sunday, December 13 when world-renowned picture book author and illustrator Jan Brett presented an hour long program and book-signing. Ms. Brett and her crew came to the library in a decorated tour bus displaying scenes from her latest book *The Turnip*. Over 145 adults and children watched the presentation, asked questions, and then had the chance to meet the author at the book signing. The Whale of a Tale Children's Bookshoppe sponsored the program and provided the books sold at the event.

Teen Services

YAAC met on December 9th. They discussed Instagram and upcoming events that would provide further volunteer opportunities. To get into the spirit of the coming holidays a cookie decorating contest was also held. The next YAAC meeting will be on January 13.

NATALIE BASMACIYAN, ADULT SERVICES COORDINATOR

New Staff

Sarah Emmerson started her new position as a Part-Time Library Assistant this month. She is completing her training at Central, then will take a branch tour and fulfill her regular schedule. Sarah is an on-call Librarian at the Yorba Linda Public Library, and has worked at the Buena Park Public Library in Adult Services.

Let's Talk Tech

Library Assistant Greg Johnson has begun hosting a winter Let's Talk Tech series in the Media Lab. Utilizing the Lynda.com tutorials, Greg has taught classes on Photoshop, InDesign, and Illustrator. 32 people have attended the November classes.

Manuscripts Book Discussion Group

Library Assistant Susan Groux facilitated the discussion group, which had 43 people in attendance. The December selection was The Bookshop by the Mann-Booker prize-winning author Penelope Fitzgerald. The group had a lively discussion about the story and about the future of bookstores in general. A list of local bookstores was provided so that everyone might have the opportunity to support our own community's "bookshops". Next month's selection is The Barbarian Nurseries by L.A. Times columnist Hector Tobar. January's meeting is on Wednesday, January 13th and is open to the public.

Passport Services

A representative from the Department of State completed a through audit of the passport office, paperwork and procedures. Library Clerks Julie Duncan and Erin Finnen answered questions and received high marks for their knowledge of the program.

Database FY Comparisons	YTD 15/16	YTD 14/15	JUL 2015	AUG 2015	SEP 2015	OCT 2015	NOV 2015	DEC 2015	YTD 15/16
Tracked by #searches									
Ancestry	5758	7390	838	650	850	1173	1300	947	5758
A to Z Databases	2118	1674	573	390	546	123	300	186	2118
AskART	254	26	10	32	70	123	14	5	254
BioResCtr*	256	474	55	32	34	85	25	25	256
FoF Ancient Hist	288	281	20	9	69	121	27	42	288
GDL	73	121	4	12	7	14	27	9	73
GVRL	749	822	70	75	100	129	163	212	749
HeritageQuest	16453	2981	1777	2316	4150	3373	2623	2214	16453
Kids InfoBits	215	54	161	20	0	20	13	1	215
Lynda.com	16800	1713	372	2313	3156	3895	3222	3842	16800
LitResCtr	438	586	102	30	63	47	145	51	438
Opposing Vpts*	546	961	351	5	17	30	43	100	546
Nat Geo	159	123	3	12	26	56	28	34	159
Nat Geo Kids	83	15	62	5	0	4	4	8	83
NoveList Plus	1105	1084	217	115	139	190	284	160	1105
NoveList K-8 Plus	467	482	43	66	86	61	182	29	467
ProQuest	17971	16212	1030	2903	3605	3475	4110	2848	17971
Oxford Art Online	49	66	1	0	26	13	9		49
Ref USA Bus.	13154	14131	2038	1833	3688	2622	1552	1421	13154
Ref USA Res.*	622	890	87	68	138	25	202	102	622
Tumblebooks	1681	5233	184	265	409	357	234	232	1681
World Book Online	129	313	14	16	17	18	39	25	129
Tracked by #sessions									
Cypress Resume	47	63	7	5	11	5	10	9	47
LiveHomework	56	106	8	1	18	19	10		56
Testing & EdRefCtr	347	253	74	84	74	49	30	36	347
Universal Class	868	283	285	205	177	94	66	41	868
Tracked by #page views									
Consumer Reports	11866	0	1398	1884	2187	2090	2587	1720	11866
CultureGrams	796	1327	336	74	167	107	11	101	796
Morningstar	35707	26927	4896	4881	9022	7452	5631	3825	35707
NetAdvantage	23755	30312	4585	3217	4962	5351	2720	2920	23755
RealQuest	880	7521	99	64	284	174	99	160	880
Rocket Languages	217	342	104	32	63	4	9	5	217
Value Line	93738	61726	14688	13442	14608	15712	17084	18204	93738

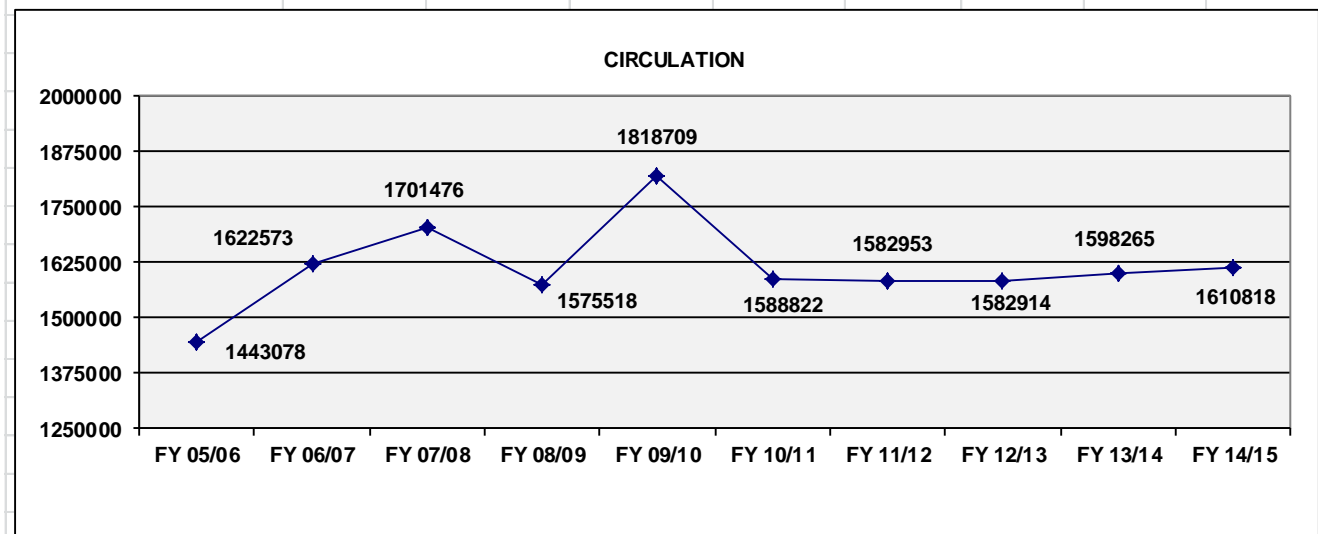
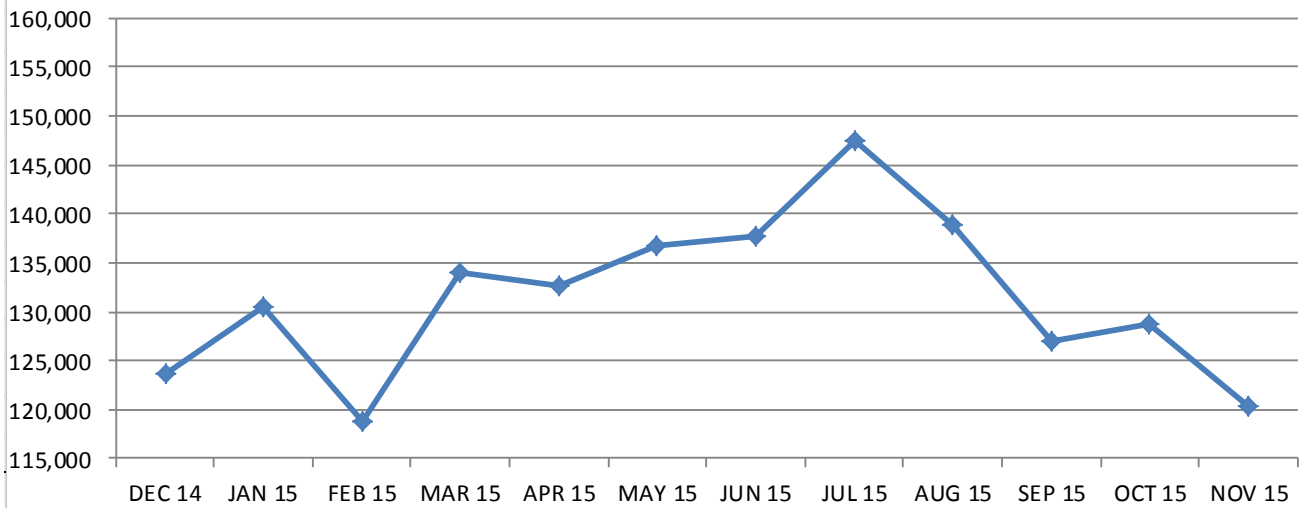
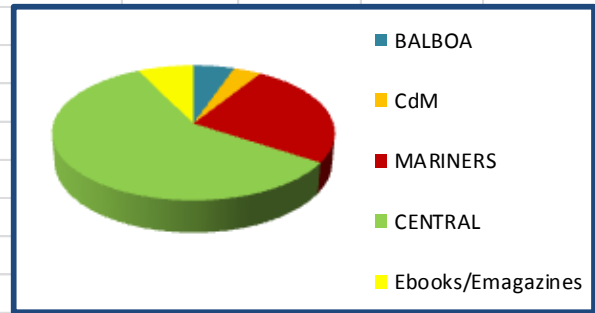
Proquest Articles Retrieved

	July	Aug	Sept	Oct	Nov	Dec	AVG.
Business Databases	195	306	199	250	257	355	260
Newspapers--Current	690	807	1583	1030	1216	2134	1243
Newspapers--Historical	2275	2621	1938	2044	2018	1696	2099
Magazines	31	26	50	68	170	52	66

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CIRCULATION

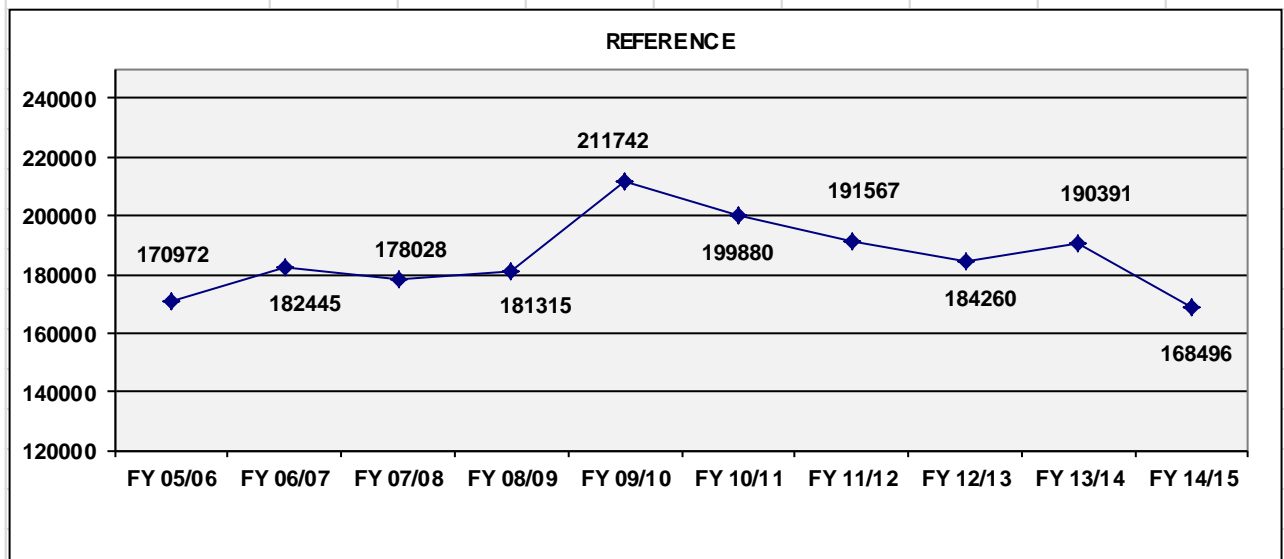
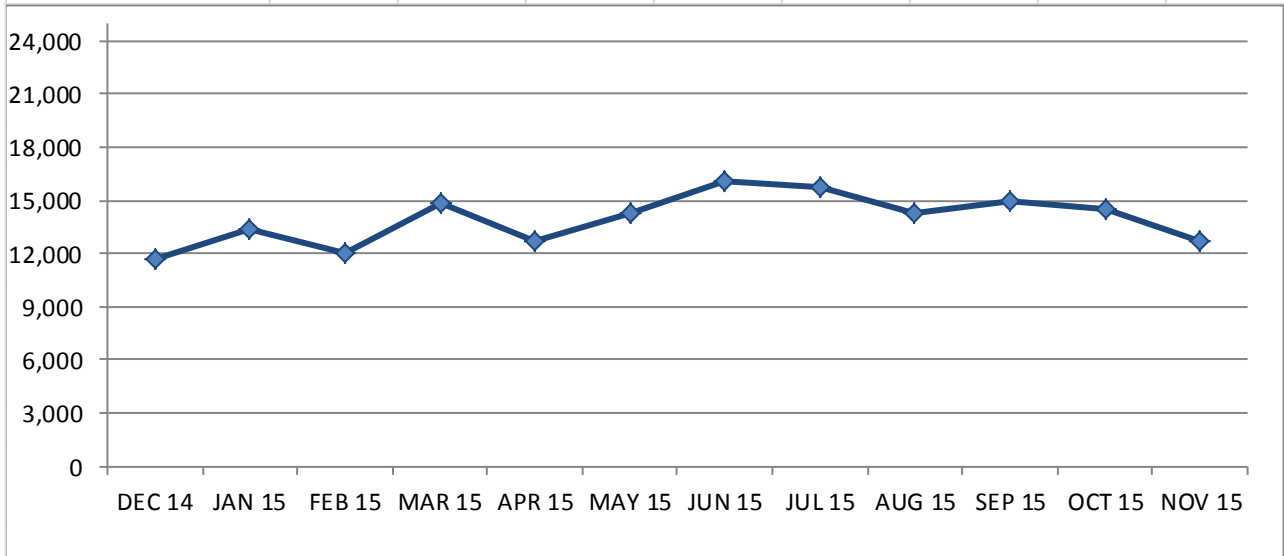
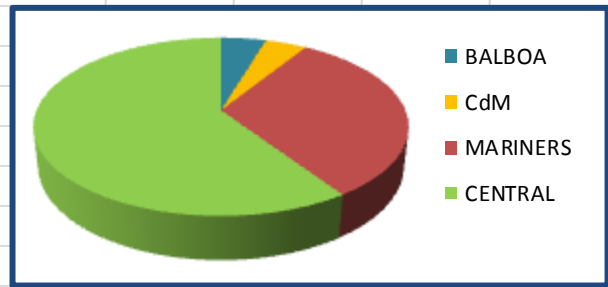
	Nov-15	YTD 15/16	YTD 14/15
BALBOA	6,445	36,943	38,098
CdM	4,375	24,014	26,901
MARINERS	30,371	166,113	177,075
CENTRAL	70,336	389,464	410,935
Ebooks/Emagazines	8,801	46,032	43,266
TOTAL	120,328	662,566	696,275



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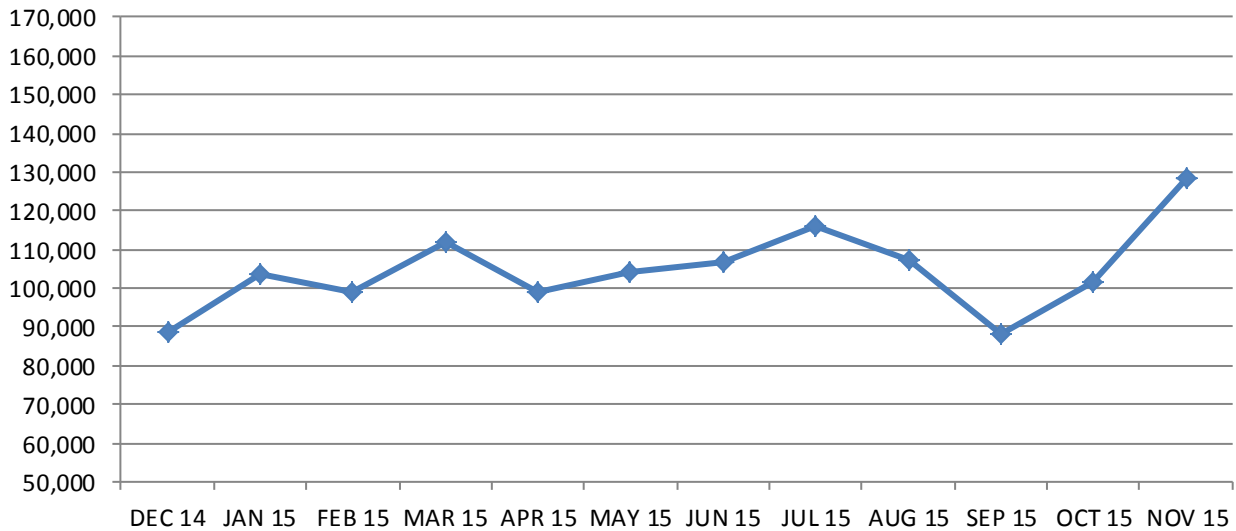
	Nov-15	YTD 15/16	YTD 14/15
BALBOA	589	3,520	4,122
CdM	543	3,228	3,346
MARINERS	4,014	23,025	26,463
CENTRAL	7,533	42,451	39,577
TOTAL	12,679	72,224	73,508



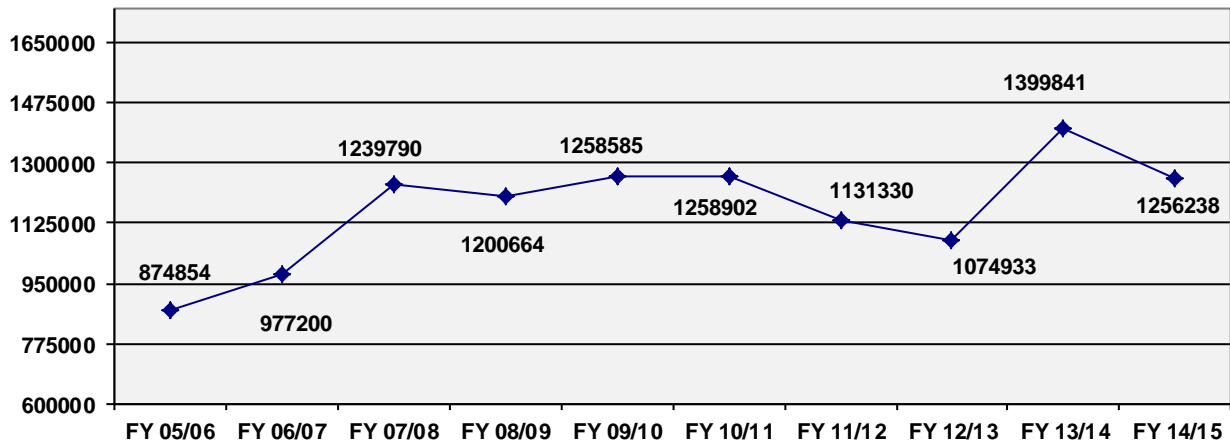
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CUSTOMERS SERVED IN LIBRARY

	Nov-15	YTD 15/16	YTD 14/15
BALBOA	3,768	22,187	24,282
CdM	2,732	17,882	18,688
MARINERS	22,025	118,341	128,560
CENTRAL	99,850	382,731	371,500
TOTAL	128,375	541,141	543,030



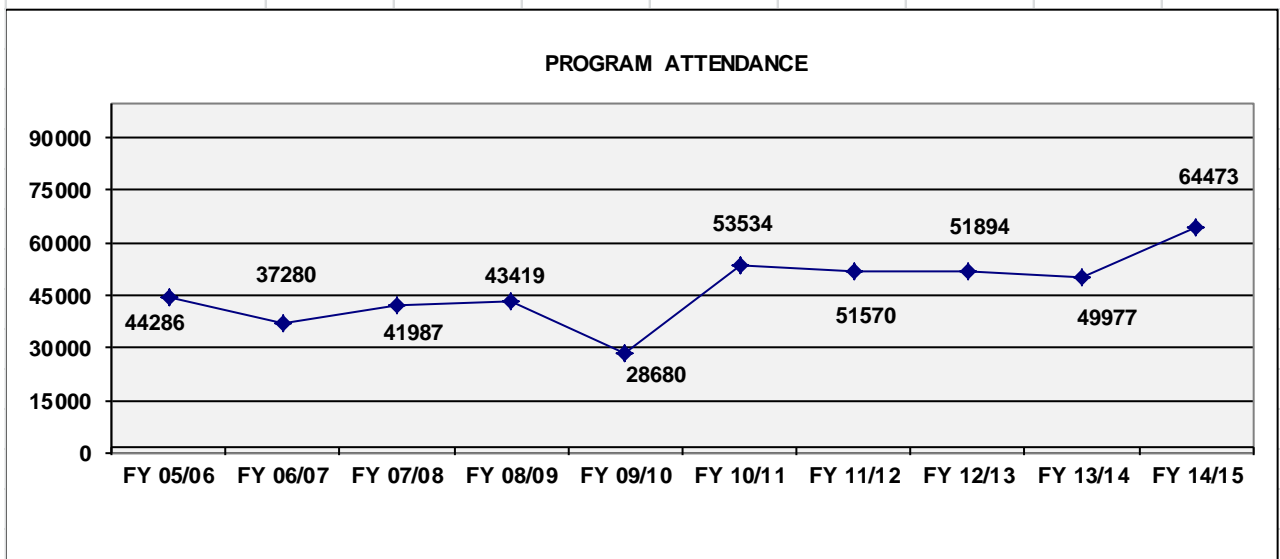
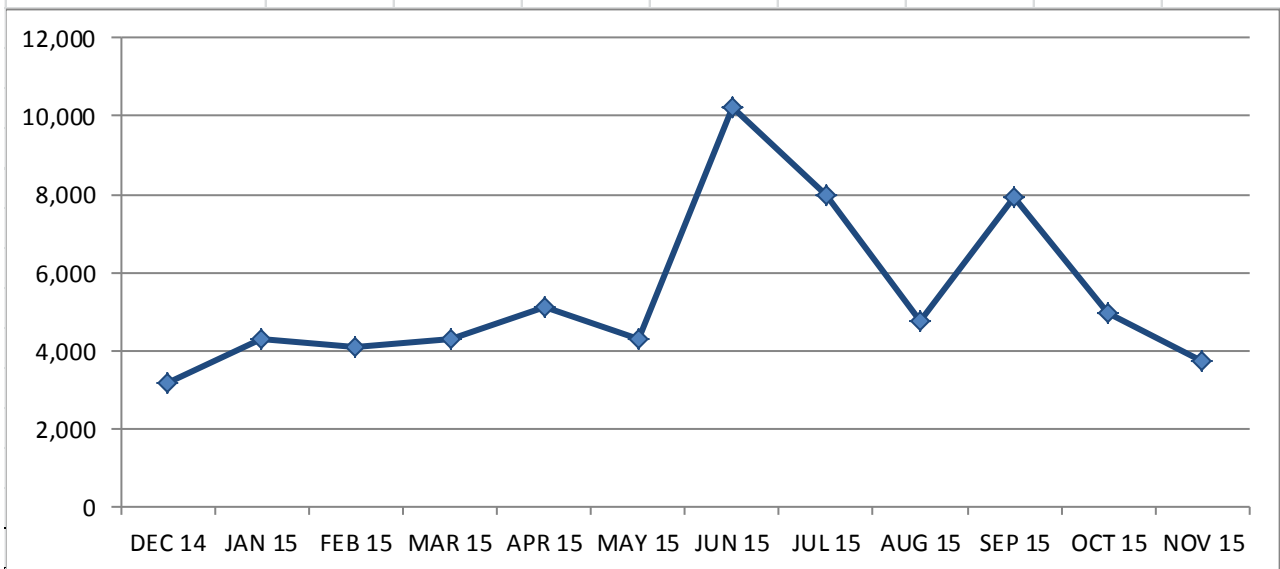
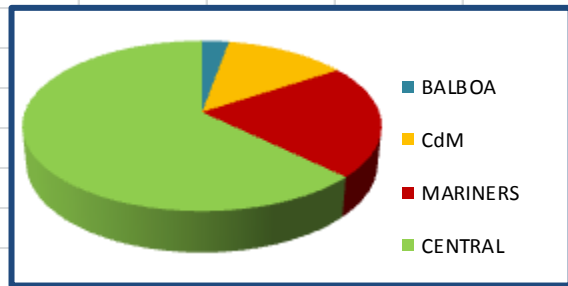
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PROGRAM ATTENDANCE

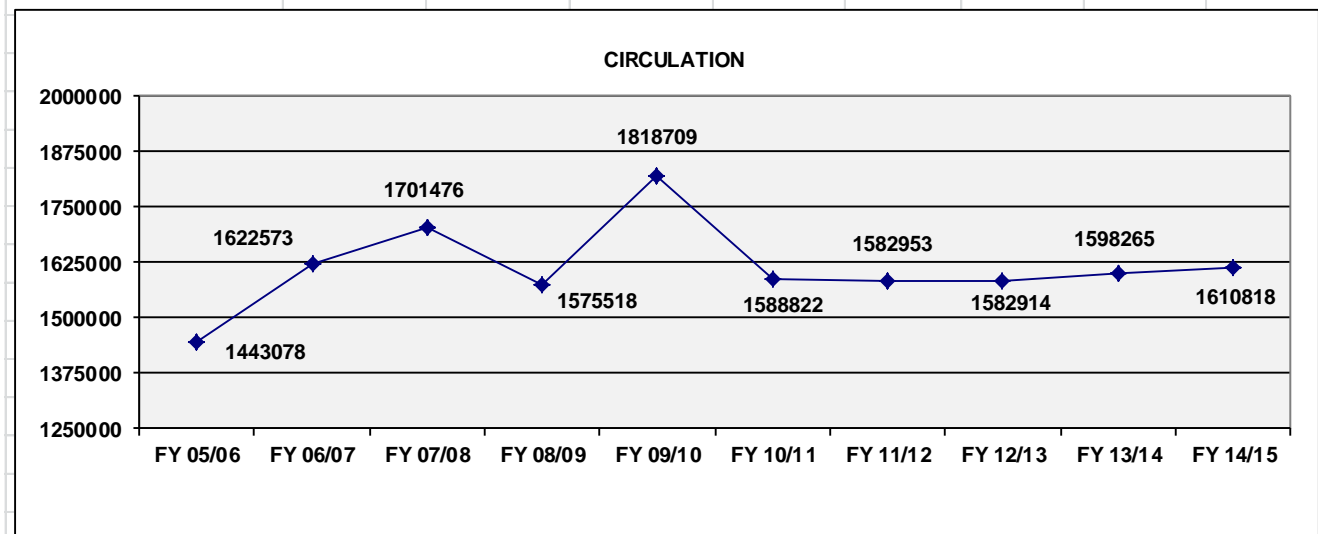
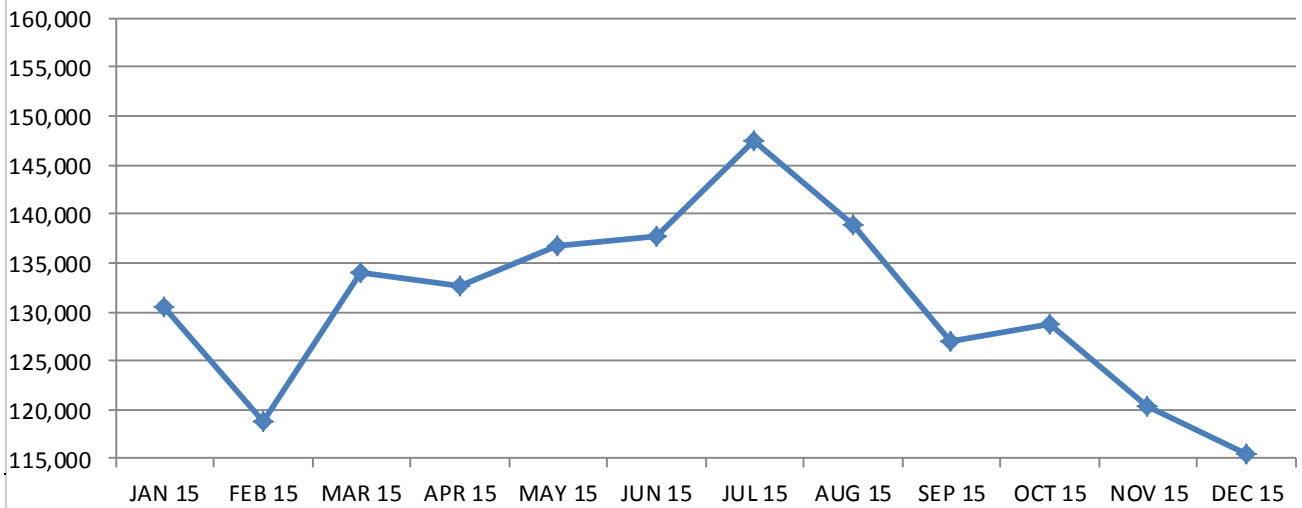
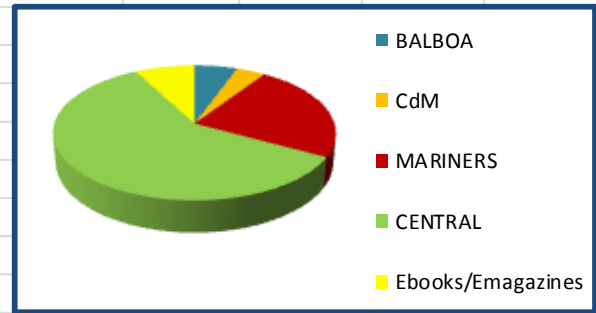
	Nov-15	YTD 15/16	YTD 14/15
BALBOA	106	710	487
CdM	482	2,970	2,960
MARINERS	806	4,415	4,225
CENTRAL	2,351	21,300	21,312
TOTAL	3,745	29,395	28,984



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CIRCULATION

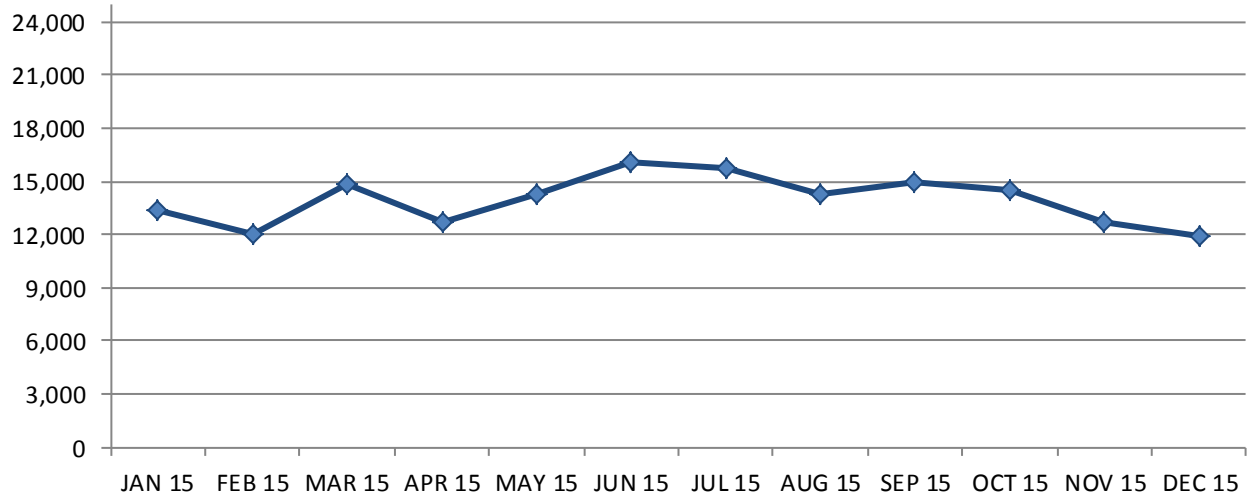
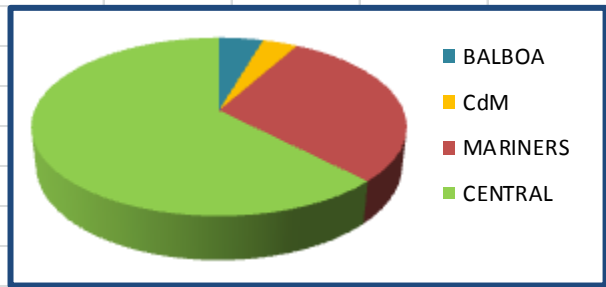
	Dec-15	YTD 15/16	YTD 14/15
BALBOA	6,482	43,425	44,501
CdM	4,400	28,414	31,538
MARINERS	27,080	193,193	208,217
CENTRAL	68,401	457,865	484,728
Ebooks/Emagazines	9,017	55,049	51,254
TOTAL	115,380	777,946	820,238



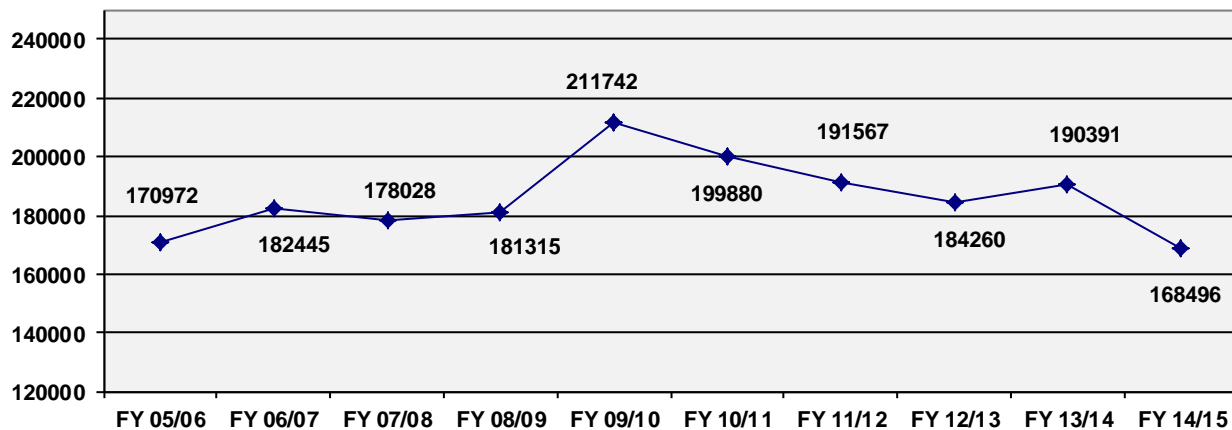
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	Dec-15	YTD 15/16	YTD 14/15
BALBOA	540	4,060	4,811
CdM	431	3,659	3,822
MARINERS	3,502	26,527	30,513
CENTRAL	7,395	49,846	46,034
TOTAL	11,868	84,092	85,180



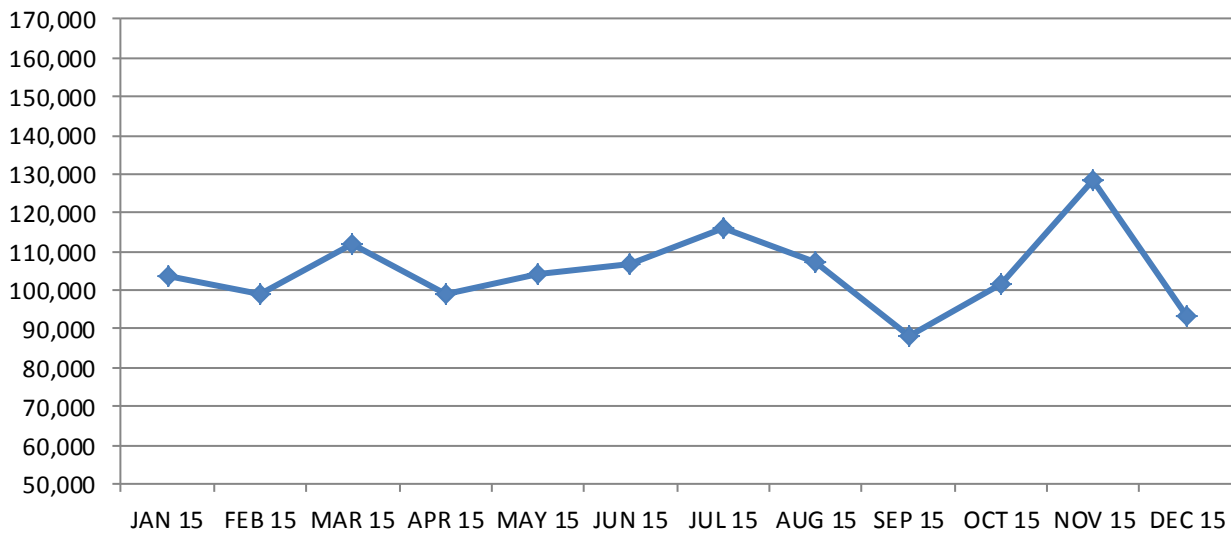
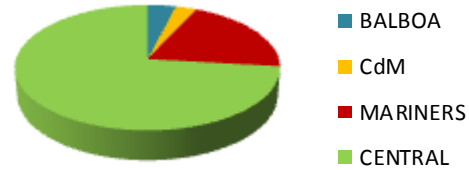
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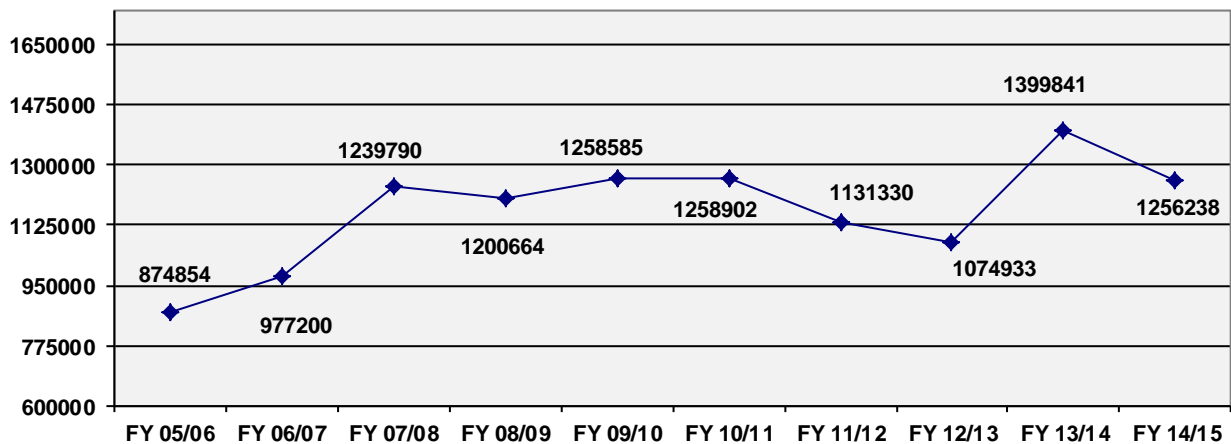
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CUSTOMERS SERVED IN LIBRARY

	Dec-15	YTD 15/16	YTD 14/15
BALBOA	3,687	25,874	28,178
CdM	2,718	20,600	21,339
MARINERS	18,581	136,922	149,931
CENTRAL	68,140	457,604	432,314
TOTAL	93,126	641,000	631,762



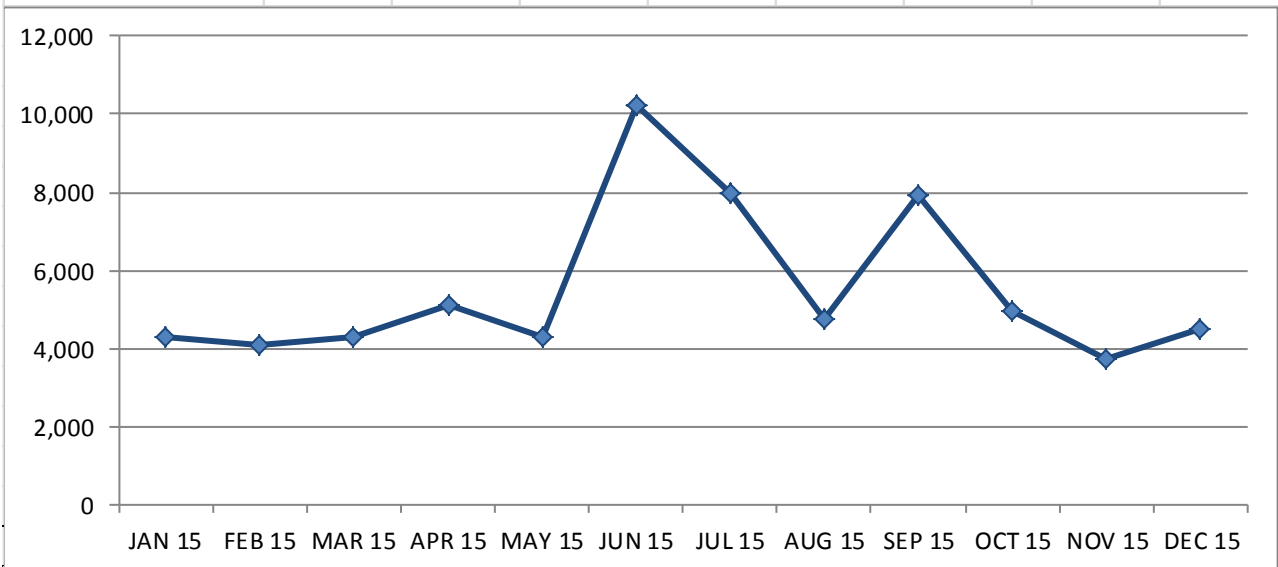
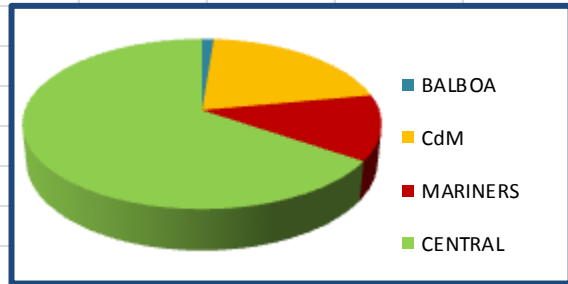
CUSTOMERS SERVED IN LIBRARY



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PROGRAM ATTENDANCE

	Dec-15	YTD 15/16	YTD 14/15
BALBOA	56	766	511
CdM	942	3,912	3,739
MARINERS	563	4,978	4,836
CENTRAL	2,966	24,266	23,067
TOTAL	4,527	33,922	32,153



PROGRAM ATTENDANCE

